



New Zealand Mobile Technology Report 2009

Providing a comprehensive snapshot of the New Zealand mobile technology marketplace, this report keeps key decision makers abreast of the ever-evolving mobile phone space.

This report will show the current and future consumer usage of features and data applications on their mobile devices, and have a special focus on mobile Internet – examining activities conducted, attitudes to mobile advertising and barriers of going online via a mobile phone.

Topics Covered

- Mobile phone applications enabled
- Mobile phone applications actually used
- Frequency of use
- Future take up
- Demographic profiles of Mobile application users
- Global benchmarking
- Mobile Internet – current usage, projections, type of access, different activities and barriers to take up
- Demographic profiles of Mobile Internet users
- Mobile e-commerce
- Attitudes to advertising.

Survey Methodology and Timeframe

Utilising a Nielsen managed online panel with the target group being mobile phone owners/users. Conducted in October 2009. Sample of 1,000 with a margin of error of + or – 3.2%.

The Package

Pre Subscription: allows subscribers to provide input into the questionnaire in addition to the report in PowerPoint format: \$4,995 + GST if purchased before 30 September 2009.

Contact

For more information or to schedule a presentation to learn more about our offered services, please contact Ivan Fuyala on 09 970 3678 or Ivan.Fuyala@nielsen.com.

The first Nielsen Mobile Technology Report will be released in late 2009 – pre-order now!

In addition to capturing snapshot information regarding the current environment, the Nielsen Mobile Technology Report will provide projections and anticipated future trends among New Zealand consumers – something no other report can offer.

